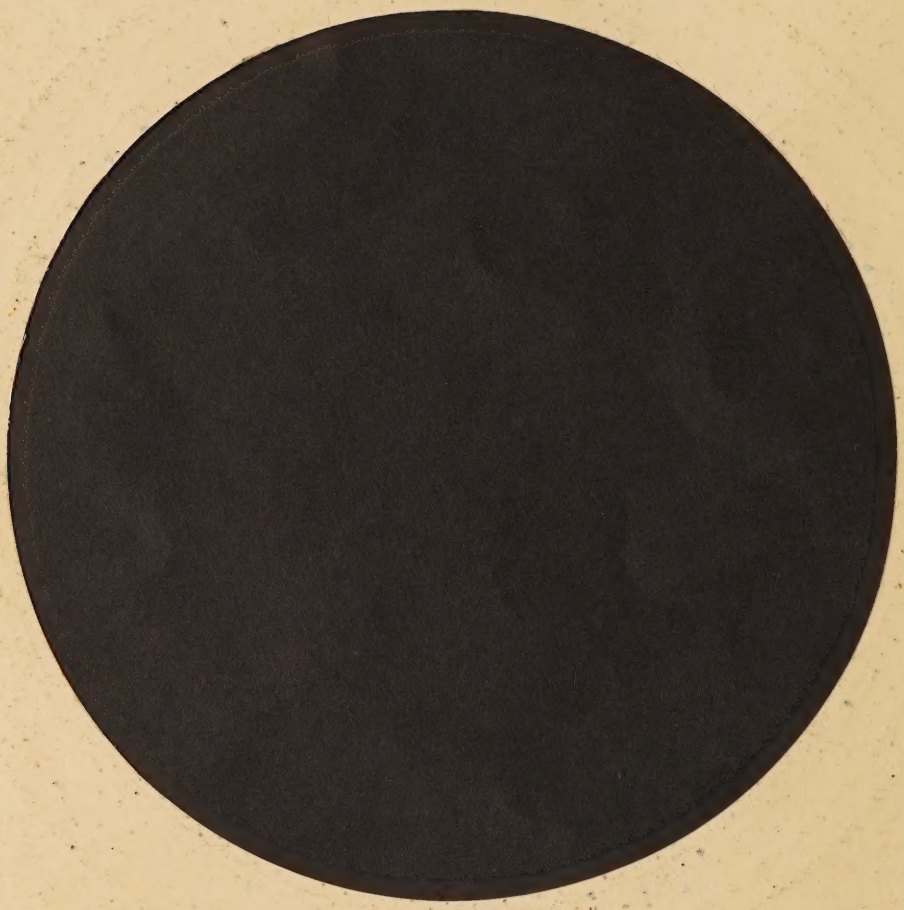
THE BOOK OF beautiful rooms

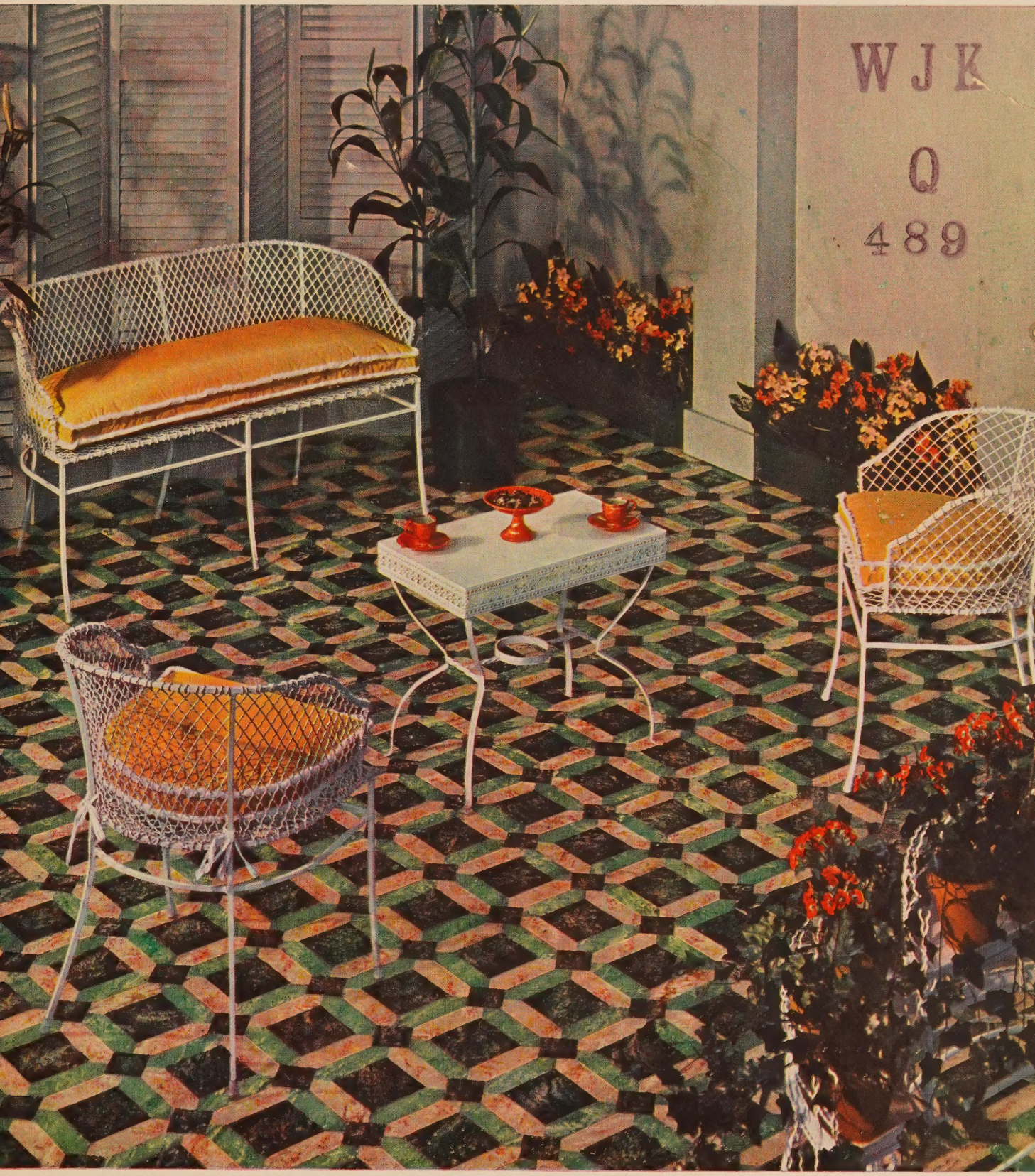
FEATURING SEALEX FLOORS AND WALLS



W. J. Kaiser 489

THE * BOOK * OF

BEAUTIFUL ROOMS



FEATURING SEALEX FLOORS AND WALLS

Dignity and charm are united in this inviting entrance hall. The softly blended pearly gray of the Sealex Wall-Covering contrasts interestingly with the black and white marbleized Sealex Linoleum Floor. Notice the ivory stars and narrow ivory decorative strip — all skilfully "inset" by hand. . . . And, did you see, in the Sunroom, illustrated on the cover, how cleverly the color scheme is built around the cool, spring-like Sealex Floor? — how the sage green walls and yellow cushions echo the greens and tans in the tiles?

CONGOLEUM - NAIRN INC., KEARNY, NEW JERSEY

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THE BOOK OF BEAUTIFUL ROOMS

Are you embarking on that delightful adventure — the building of a new house? Or, if not, have you decided to "do over" several rooms from top to toe or add a long-desired wing? If you are building or remodeling, as soon as you and your architect decide on the floor plan and structural details, give careful consideration to the interior treatment of your walls and floors. Don't leave their decoration to be chosen "later on" or you may miss a splendid opportunity to secure permanent beauty for your floors and walls right at the start.

Scraping, varnishing and renewing of wood surfaces — replastering and painting or papering of walls — are regularly recurring charges in the budget of most home owners. However, the bulk of this redecorating cost for many, many years may be eliminated by adopting the modern idea in floor and wall treatment — beautiful, long-lived Sealex materials.

The use of linoleum in the principal rooms as well as in the service quarters is an important trend in decoration today. At "A Century of Progress Exposition" Sealex Linoleum Floors were chosen for the Good Housekeeping Stran-Steel House and the Armco-Ferro Model Home in 1933. Because of the interest they created, they were used again in these and in other model homes at the Fair in 1934.

Gilbert Rohde, noted New York designer and decorator, who has used Sealex Floors in distinguished interiors, says — "A Linoleum Floor is ideal; it is economical to install and maintain; it is serviceable, for some installations more serviceable than anything else; it provides great freedom in design, and is the most practical method of obtaining definite and permanent color on the floor."

IN A SEALEX LINOLEUM FLOOR beauty and practicability go hand in hand. Skilled designers have created a host of lovely patterns appropriate for any room in your house, as you will see from the photographs on these pages.

BEAUTIFUL FLOORS . . . PRACTICAL . . . PERMANENT

And throughout the long life of a Sealex Floor you need never spend one cent for refinishing. With Sealex, the original stain-proof linoleum, the pattern is inlaid clear through to the back. It cannot wear off and the colors never fade. Unsanitary, dirt-catching cracks are eliminated by the modern method of cementing linoleum right to the floor. An occasional cleaning with a damp cloth or mop keeps the surface spotless. Waxing regularly preserves the finish.

A REVOLUTIONARY NEW IDEA FOR WALLS

Some time ago interior decorators tried installing regular Sealex Linoleum on walls. The effectiveness of these linoleum-covered walls resulted in the development of linoleum wall-covering by Congoleum-Nairn Inc. Sealex Wall-Covering retains all the water-proof, stain-proof quality of Sealex Linoleum for floors. And the decorative possibilities are limitless. There are plain colors in many lovely hues, new textured effects, beautiful marbleized patterns and wood-grain reproductions that rival expensive wood panelling in beauty at a fraction of the cost.

Naturally, Sealex Wall-Covering costs more than temporary finishes like wallpaper or paint. It is a permanent material that will last as long as your house itself, without refinishing expense.

REMODELING AN OLD HOUSE?

Remember, you don't have to start fresh with a new house in order to enjoy the beauty and the money- and labor-saving qualities of Sealex Floors and Walls. Both materials can be installed quickly and easily over scarred old floors or walls, without expensive preparatory work. If you have any redecorating problems, write us for the name of your nearest Sealex dealer. Or ask our Home Decoration Department for suggestions. Address Congoleum-Nairn Inc., Kearny, N. J.

DECORATIVE "DO'S AND DON'T'S"

COLORS: The colors you choose for a room should depend primarily on two things—the light it gets and its size. With a dark room or one with a northern exposure, let light, warm colors predominate—cream, ivory, rose, peach, orange, pinkish gray or orchid. On the other hand, a room that is flooded with sunshine needs cool colors—greens, blues, blue-grays, beige, lavender.

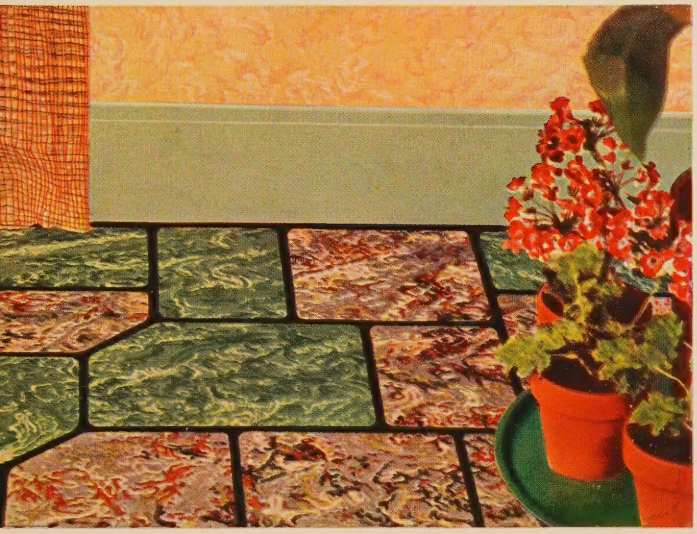
If your room is small, use only light tints on the walls and avoid large patterns on either walls or floors. Strong colors and big designs will make a small room look still smaller. In large rooms, of course, you can "let yourself go" and employ quite vivid colors and decisive patterns.

FLOORS AND WALLS: Make your floor color the foundation of the whole decorative scheme. If you choose a pattern for your floor, let the walls be plain or in some indefinite design. Vice versa, with a plain, richly-toned floor, you can use figured wall decoration with great effect. And, as a general rule, keep your walls lighter in color than your floors and repeat in their decoration some hue that appears on the floor.

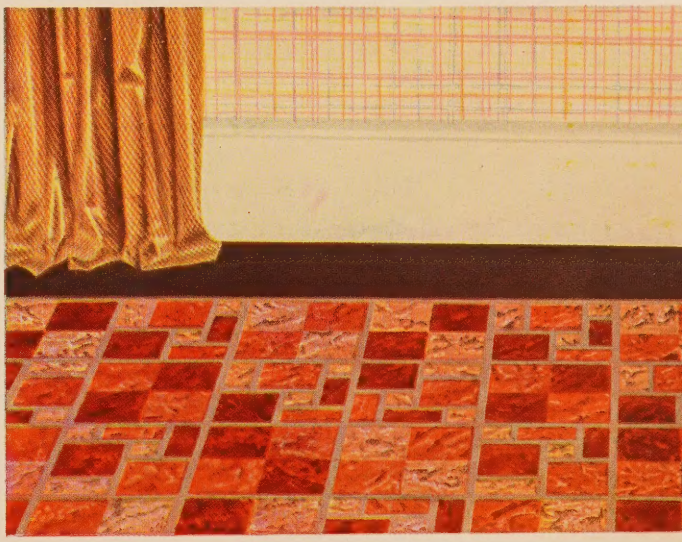
CEILINGS: Keep your ceilings still lighter than the walls but not dead white. It unifies the room to tint them a harmonizing, off-white shade or very pale tone of a color used on the floor or on the walls.

WOODWORK: In a small room, keep woodwork inconspicuous by painting it in the prevailing hue used on the walls. However, in a large room, woodwork may serve as a definite contrasting note in the decorative scheme.

FABRICS: If your floor is decidedly patterned, pick out one or two colors from the design for your curtains and upholstery. But if your floor is a solid color, consider harmonizing figured fabrics for these accessories.



Color scheme for a southern exposure



Color scheme for a northern exposure

"AT HOME" IN A COLONIAL ROOM—THIS LINOLEUM FLOOR!

This distinguished dining room illustrates how adaptable Sealex Linoleum Floors are to any period style of decoration. The rich yet subdued expanse of emerald green Sealex Veltone Linoleum on the floor forms an admirable foundation for the scenic wallpaper and fine reproductions of Sheraton and Duncan Phyfe furniture. And once down, this beautiful, stain-proof Sealex Floor will last a lifetime without refinishing!

AT THE RIGHT, a variation on the same theme; here the Sealex Linoleum Floor is a deep, golden brown with a wide inner border of jade green.

Decorators have been doing new things with blue of late. Notice, in the bedroom, below, how the predominating clear blue of wallpaper and bedspread is "held down" by the original use of a rich tan Sealex Jaspé Linoleum on the floor and wine red draperies. The mahogany of the furniture is cleverly repeated in the mahogany colored Sealex Linoleum border on the floor.

ON THE LEFT, the same bedroom, decorated for a northern exposure. Sunny yellow wallpaper and the harmonizing brown Sealex Jaspé Floor make the room both cheerful and bright.

A PLEASING NOTE OF ORIGINALITY IN THESE BEDROOMS

Decorated with Sealex materials, kitchen walls and floor are both proof against steam, grease-spots or stains of any kind. A damp cloth or mop cleans any "spill" in a jiffy!

You have a private, indoor sun of your own in these two kitchens with buttercup yellow Sealex Wall-Covering! Either is a perfect choice for a northern exposure.

In the kitchen on the left a smart contrasting Sealex tile pattern in grey, black and ivory has been used on the floor. The Sealex tile design below, is in tune with the yellow wall color but pitched in a lower key, with blended cream and green, enlivened with touches of red and yellow.

STAIN-PROOF SEALEX ON BOTH FLOOR AND WALLS

OLD OR NEW—BEAUTIFY YOUR KITCHEN WITH SEALEX

Remember, you don't have to have a brand-new kitchen to enjoy Sealex Walls and Floors. Both materials go on right over your old floors and walls!

The two kitchens on this page are excellent for sunny exposures. The beryl green Sealex Wall-Covering is refreshingly cool on the hottest day. These kitchens have gaiety, too, thanks to the cheerful-looking Sealex Floors.

AN OCCASIONAL LIGHT WAXING—Sealex Linoleum Floors are practically ageless in their beauty and service, if you give them an occasional light waxing. We have perfected a special Sealex Self-Polishing Wax which is ideal for the purpose. You simply smooth it on with a cloth and leave it for half an hour to polish itself. It dries with a soft gloss and improves under normal traffic.

DESIGN YOUR OWN FLOORS AND WALLS!

Any pet idea or decorative scheme of your own can be incorporated in a specially cut Sealex Linoleum Floor—or in walls with Sealex Wall-Covering.

Can you imagine any other one thing that could add so much gaiety to home-life as a game-room, like the one above? Every member of the family can contribute his or her favorite indoor amusement to the novel designs on floor and walls.

The spirited game-room above employed Sealex Wall-Covering in wood-grain effects—"Light Pine" with "American Walnut" in the interesting curved corner. The floor is a grass-green Sealex Veltone. The game markers, checker-board, sailboats and horizontal white strips are all hand-cut insets of Sealex Linoleum.

Below, the game-room worked out in yellow, grey, black and white Sealex and furnishings. You can develop almost any color scheme you want with Sealex materials.

Sealex marbleized effects and lovely tile patterns rival actual marble and the most expensive tiles in beauty—at a fraction of the cost—as you will see from the two Sealex-decorated bathrooms on this page. Bathrooms that "look like a million" yet cost a very moderate sum.

More than that, you can have any original decorative design you like "inset" in contrasting Sealex patterns. Color schemes can be carried out with complete harmony of texture on both walls and floor. Then, Sealex Linoleum and Sealex Wall-Covering are so practical in a bathroom. They're water-proof and fade-proof. The colors are inlaid clear through to the backing and can't wear off. Neither steam nor spilled things will stain them. They last for years and never cost you one cent for refinishing.

Whether you have an old bathroom to modernize or a new one to plan for, you can't do better than select these modern materials for both walls and floor! Study the Sealex patterns at your nearest dealer's.

BATHROOMS THAT "LOOK LIKE A MILLION"

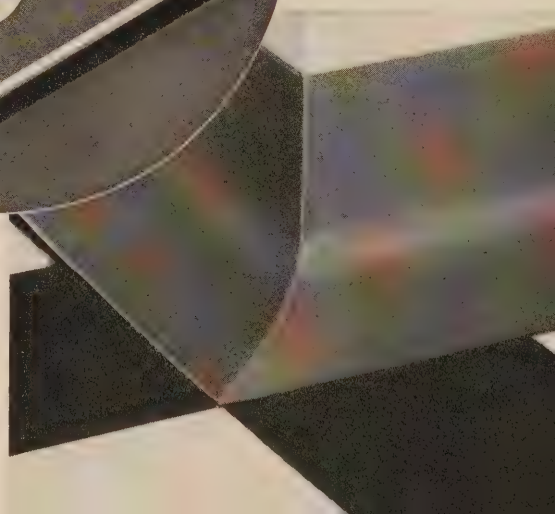
Both the color scheme and the treatment of the bath alcove in this bathroom are smart and individual. And what a jaunty note is added by the spirited sea horse set in the Sealex Floor. He'll set anyone whistling merrily on a grey morning!

Of course a child's room should be gay with color—but everything in it must be sanitary and serviceable to the last degree, too—easily washable, stain-proof and able to stand hard knocks.

The color possibilities with Sealex materials are unlimited and any decorative inset you like—in harmony with the spirit of the room—can be specially cut for both walls and floor. Then, too, spilled foods, liquids—even ink—can be washed off with a damp cloth or mop in a jiffy. There is special protection in the fact that linoxyn, one ingredient of Sealex Linoleum, actually possesses germicidal properties.

If there are children in your family, consider installing a colorful, practical Sealex-decorated nursery or playroom.

A great deal of the charm of the gay pink and blue nursery is obtained through the use of this amusing bunny, cut entirely from linoleum, and set in the floor!



This one-piece cove base and border treatment where floor meets wall makes thorough cleaning quick and easy. No square-cut joint between walls and floor where dirt or germs can ever gather.

APPROPRIATE LINSIGNIA SET THE SPIRIT OF A ROOM

CLASSICA

Here are five sprightly designs—Sealex Linsignia—cut from Sealex Linoleum. Wouldn't "Sandy," the Scotch golfer, "go big" in Dad's den or the family game-room? And imagine Jumbo on a nursery floor! Or visualize the classic wreath and crossed arrows in a fine entrance hall. . . . But you are not limited to these Linsignia—you can have any designs you want cut to order. Write our Home Decoration Department.

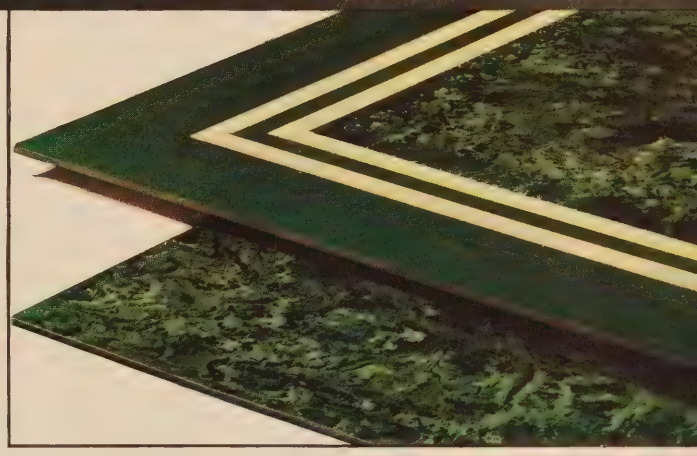
SHIP OF DREAMS

SANDY

TEA-SET

JUMBO

SEALEX BORDERS ADD INDIVIDUALITY TO ANY FLOOR



A carefully chosen border in a harmonizing or contrasting color always gives a smartly tailored finish to a Sealex Floor. And there is considerable leeway for individuality in border treatments. Not only is there the main border color and width to consider but also a variety of different effects may be created with narrow, decorative strips in varied colors. Border treatments add very little to the cost of a floor. Plan them when you choose your Sealex Floors for the various rooms in your home.

SEALEX LINOLEUMS—INTERESTING TILE TREATMENTS

"Champlain"—No. 7331

Just a few "samples" to indicate the wide variety of designs available in Sealex Linoleum. Here are tile patterns, Sealex Veltones, Jaspé patterns and solid colors. Imagine in turn each type of design on a floor and you'll realize the immense versatility of modern floors of Sealex Linoleum.

"Nassau"—No. 7303

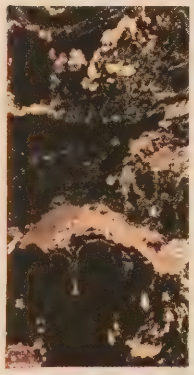
"Salon"—No. 7347

"Croydon"—No. 6000

"Etruscan"—No. 7325

SEALEX VELTONE LINOLEUMS IN RICHLY BLENDED COLORS

"Riviera"
No. 6953

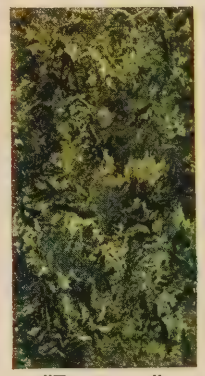


"Vulcan"
No. 6959

"Oakbrown"
No. 6973

"Paisleygray"
No. 6974

"Tibet"
No. 6970



"Evergreen"
No. 6972

SEALEX PLAIN COLORED AND VEINED JASPÉ LINOLEUMS

"Pacific Blue"
No. 1114

"Craft Brown"
No. 1000

"Terra Cotta"
No. 1002

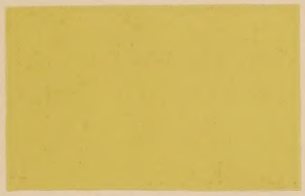
"Tan"
No. 1253

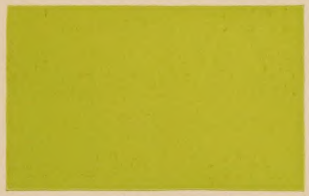
"Dark Green"
No. 1256

"Brown"
No. 1254

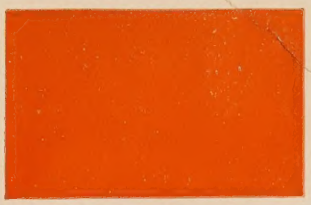
FOR BACKGROUNDS OF GREAT CHARM—SEALEX WALL-COVERING

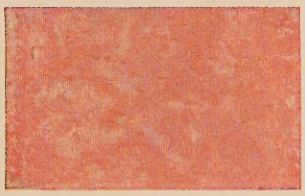
In most cases the printed reproductions do not do justice to the delicately veined colors of actual Sealex Wall-Covering. You must see them on the walls of a room to appreciate fully their exclusive beauty. Still they do give a fair idea of the lovely effects you can get with this permanently beautiful, modern wall treatment. There are three principal design-styles to choose from—marbleized effects, wood-grain reproductions and solid colors. All are shown in this book in direct color photographs of actual rooms.

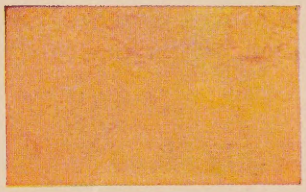

"White"—No. 1113


"Citron Green"—No. 1124

"Yellow"—No. 1110


"Orange"—No. 1111


"Garnet"—No. 7965


"Sardonyx"—No. 7963

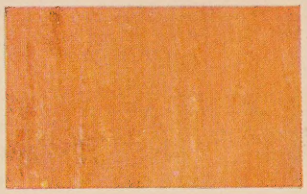
"Zircon"—No. 7972

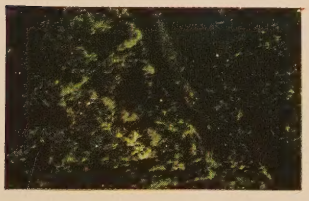
"Black Onyx"—No. 7959

"Rose Beryl"—No. 6960

"Green Beryl"—No. 7971

"Burmah Jade"—No. 6957


"Light Pine"—No. 7981


"Green Onyx"—No. 7985

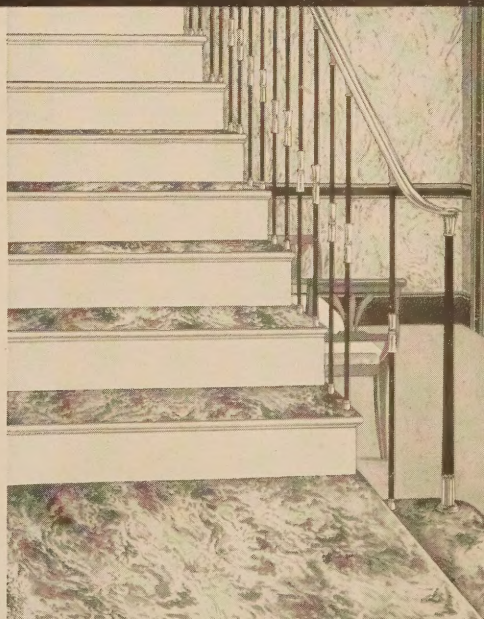
"Travertine"—No. 7986

"Carnelian"—No. 7958

"American Walnut"—No. 7982

LINOLEUM FOR MANY OTHER HOME USES

Have you ever thought of linoleum for kitchen table tops and on kitchen cabinet counters and shelves? It makes a perfect, sanitary working surface. Then, linoleum on closet floors and shelves is smart and attractive and lasts almost forever. Another ideal use is on stair-treads and landings. Count up the "small places" where linoleum can help you make your home attractive!



The beauty of time-mellowed wood floors and panelled walls can be achieved today with modern, easy-to-clean Sealex materials at a fraction of the cost of fine woods. Notice, below, the realistic graining in the "Light Pine" wall panels of Sealex Wall-Covering. The floor is a wide Colonial Plank effect in Sealex Linoleum. Realistic even to the "pegs" and "butterfly dowels."

In the photograph on the left, Sealex Wall-Covering was used in a rich American Walnut effect. Instead of a "plank" pattern, the Sealex Floor is an all-over blended oak brown with deep mahogany border, outlined with narrow ivory strips.

Write our Home Decoration Department for advice on any decorating problem

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